

## **Historic, Archive Document**

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1918

# Bloomfield Nursery and Seed Co., Inc.

*Wholesale Seed Growers*



list of watermelon seeds  
We make a speciality of growing  
high-grade Watermelon Seeds  
for the wholesale trade.

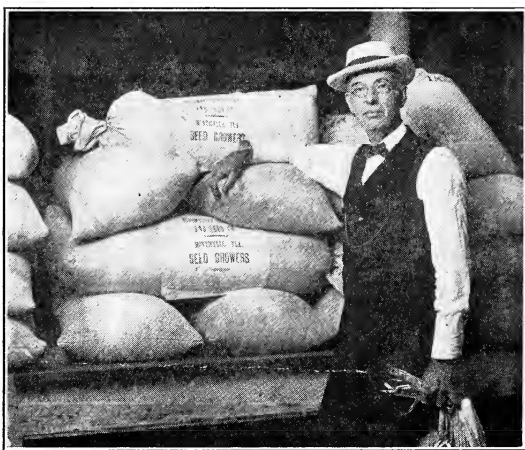
MONTICELLO

:

FLORIDA



MR. H. R. ENGLEMAN,  
President of the Company, and a citizen of Jefferson  
County for more than twenty-five years; a re-  
spected resident of Monticello, and held  
in high esteem by all who know him.



MR. W. E. HAILE,  
Superintendent of our Seed Farms, an Expert  
Grower and Breeder, who personally in-  
spects all of our growing crops.

## *To Our Patrons and Customers*

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We are talking **QUALITY**—it's one of the planks in our platform for a **BETTER Seed** campaign and it is all-important to every Seed Concern.

### **PURE BRED SEEDS**

Pure bred seeds are very important and we lend every effort to have all seeds that we grow true to type and of the highest germination. We have associated with us experienced and careful labor, working under the personal Supervision of our Mr. W. E. Haile who is an expert Seed Grower and Breeder.

These facts and conditions we feel sure will be appreciated by all Seedsmen who are interested in high grade seeds.

### **OUR TREMENDOUS AGREAGE.**

We are large Seed Growers and this past season had 1,750 acres planted to **WATERMELONS** alone strictly for seed purposes. We intend to increase this acreage this coming season of '18.

### **THE HIGHER COST OF PRODUCTION.**

The higher cost of production naturally means that it will cost us more this coming season to Grow Watermelons for seed purposes.

Conditions brought on by the war, such as scarcity of labor, increased cost of provisions, machinery fertilizer and higher land rents, together with the attractive prices offered for all grains and Farm products, will make it necessary to offer more attractive prices for watermelon seed under contract, and we have promised our Planters more money by at least 33½ per cent and up.

### **PRECAUTION.**

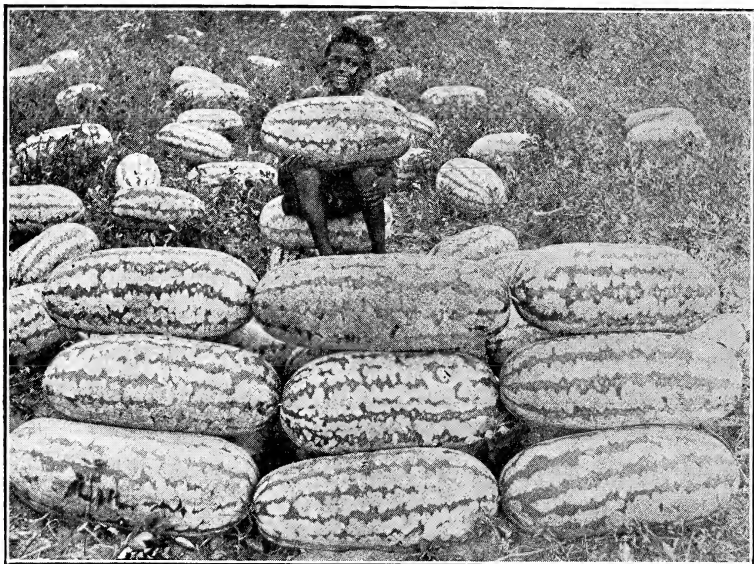
We know of some Concerns who will buy seeds direct from the Planters without knowing the source of stock seeds or the conditions under which same were grown. This causes an outlet for a quantity of very inferior stock and lots of dissatisfaction and damage. Our seed crops are grown exclusively from our bred-up stock seed under our individual contracts and we know what we are offering the Trade.

### **IF QUALITY**

counts with you we would be pleased to hear from any Concerns desiring high grade watermelon seeds grown for them this coming season of '18.

Yours very truly,

**BLOOMFIELD NURSERY & SEED COMPANY,**  
Monticello, Florida.



Above we show a field of Southern Rattlesnake melons grown from our bred-up stock seed, and we ask that you note the size, shape and color.

We do not believe that we had two melons in this ten-acre field that were off color, size or shape. This proves beyond a doubt the importance of SELECTED stock seed.

It is a well-known fact that the watermelon is a vine variety that very easily crosses and mixes with other strains, and our varieties are planted at least  $\frac{1}{4}$  mile from a variety of a different sort. This requires a tremendous amount of territory.

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BLOOMFIELD NURSERY & SEED CO.,  
Monticello, Fla.

PLANT CITY, FLORIDA.

Gentlemen:—

This will acknowledge receipt of your letter of the 31st ult. accompanied by contract which we have signed and are returning herewith. You will note that we have changed the amount of Tom Watson from ---- to ----- pounds, which we trust will be alright with you.

Now, after the writer visited your sections and met all the principal growers, we have decided that you people should be able to furnish just as good watermelon seed as any one in the business, and after knowing all the individuals who compose the firm, feel perfectly safe in placing our watermelon seed business in your hands, and the much emphasis you put on the word QUALITY quite naturally appeals to us, for if there is anything in the world we like to do it is to put out stuff we know is going to be satisfying to our customer, and doubtless you know as well as we do that it takes repeaters to make the seed business, or any other business, and none of us can be too careful in choosing the source of our supplies.

With kindest regards, we remain,

Yours very truly,  
KILGORE SEED CO.



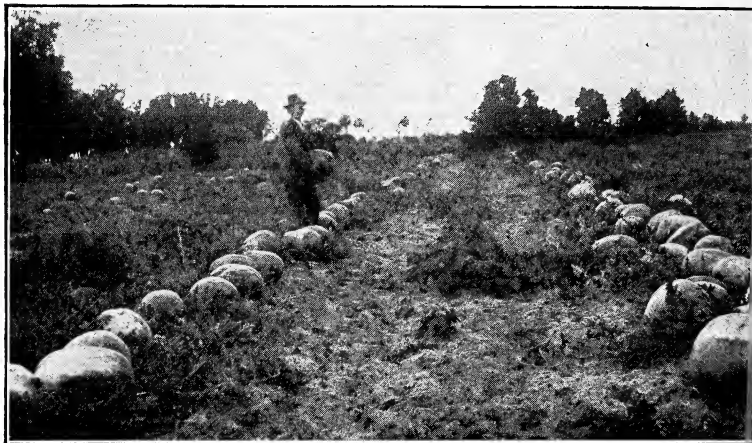
*"Unca" Peter Brown, a Veteran Grower for The Bloomfield Nursery and Seed Co.*

Above is a perfect type of Tom Watson watermelon and was cultivated for us by "Unca" Peter Brown, an old negro who is a veteran along this line.

Under our supervision "Unca" Peter made the finest lot of Tom Watsons on this twenty-acre field as we had in our entire acreage to this variety.

Melons on this field averaged 40, 50 and 60 pounds with not a bastard type in the field.

"Unca" Peter is just as particular in saving the seed and in drying and curing them as can be, and during the saving of seed you can find them all over his house, even in the bedrooms, and be assured they are under his careful watch unless a few seeds should get away.



## *Our Seed Melons*

Above we show you a photograph of watermelons that have been piled after being carefully selected for size, correctness as to shape, color and variety and are now ready to be split in order to save the seed.

It is very essential that proper types be selected from which to save the seeds and we pay particular attention to this item.

It requires the daily attention of an experienced man to superintend the cultivating and saving of watermelon seed and you can imagine the size of this task where we have approximately two thousand acres in every direction and angle of our Country.

DON'T DELAY IN FORWARDING US SPECIFICATIONS FOR YOUR 1918 CONTRACTS, AS IT WILL BE MORE DIFFICULT TO HAVE SEED GROWN ANOTHER SEASON :: ::

## *Make Selections Now*

We give a list of the Varieties we will grow this coming season of '18, and have carefully selected our stock seed of each variety.

We desire to plant under contract 2,000 acres or a matter of 250,000 pounds based on an average crop production and ask that you take the matter of your wants for '18 crop delivery up with us without delay as from present prospects from old Customers we can add but a few new names to our present list of Dealers whom we supply yearly.

We are not trying to offer the CHEAPEST seed but the BEST.

### VARIETIES.

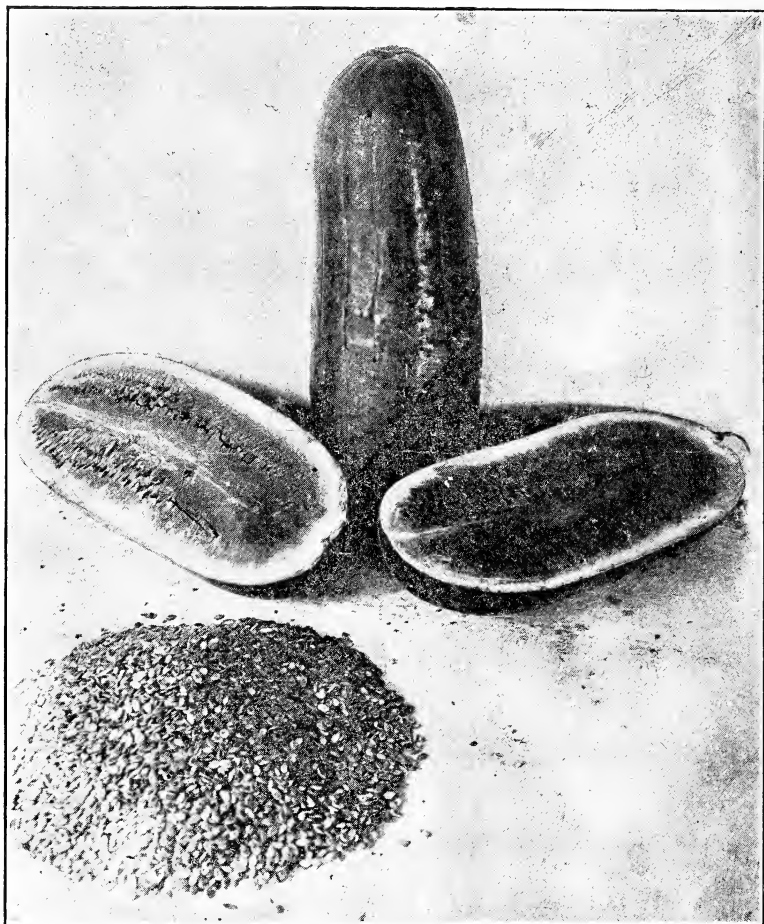
Tom Watson,  
Kleckley Sweet,  
Alabama Sweet.  
Georgia Rattlesnake,  
Kolb Gem,  
Sweetheart,  
Peerless or Ice Cream,  
Harris Early,  
Coles Early,  
Cuban Queen,  
Halbert Honey,  
Fordhook Early,  
Dixie,

Excell,  
Phinneys Early,  
Hungarian Honey,  
Duke Jones,  
Florida Favorite,  
Mt. Sweet,  
Triumph,  
Golden Sweet,  
Wonderful Sugar,  
Dark Icing,  
Light Icing,  
Pearson,  
Bradford,

We can offer you contracts on the following basis: In Car lots, minimum of 30,000 pounds. Less than Car lots. Or contract you a number of Acres, you to take entire output from this acreage, the production is usually around 125 pounds under normal conditions, some land more, some land less per acre.

### *Terms*

USUAL TERMS 60 days or 2 per cent for cash to responsible concerns.



*“Quality  
Counts”*

WIRE OR WRITE US